



Division of Public Health Services
Bureau of Tobacco Education and Prevention

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PRESS RELEASE

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***We Can Help You Resolve to Quit Tobacco --
Support is Available Statewide***

(PHOENIX) Dec. 28, 2007 – If you’ve thought about quitting tobacco... If you’ve tried, and slipped, and tried again but you really just need some help...Set Jan. 01, 2008 as your quit date. Resolve to quit tobacco in 2008 and call us! The Arizona Department of Health Services’ Bureau of Tobacco Education Prevention (ADHS BTEP) has programs statewide where you can get the support you need to quit and stay quit.

ADHS BTEP is committed to assisting Arizona tobacco users in quitting. For the past year it has run an advertising campaign featuring “Nick,” “Hector,” and “Jamie,” – all smokers trying to kick the habit. The campaign has done well with calls to the Arizona Smoker’s Helpline up 130% month-for-month over the previous years’ call volume.

Viewers and listeners observe the characters going through the stages of quitting tobacco, and are directed to the Arizona Smokers’ Helpline (ASHLine) at 1-800-55-66-222, toll and to www.ashline.org. Using both resources people can receive phone counseling, learn about free quit tobacco programs in their area and receive reduced cost medications.

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ADHS's tobacco-control program is committed to assisting tobacco users in quitting and is continuing this statewide campaign into 2008. "As a former smoker, I can relate to what this campaign is saying. It is hard to quit! Most people don't know about the resources we offer," said Susan Gerard, state health director. "The campaign is based on the experiences of real people combined with sound scientific methodology. It is meant to compel people to find out more about the many resources we offer."

ADHS BTEP, together with ASHLine and their statewide partners provide quit tobacco programs, phone counseling and reduced cost vouchers for nicotine patches, gum or lozenges, prescription Zyban™ and Chantix™ to assist in smoking cessation.

For more information visit www.ashline.org or call 1-800-55-66-222

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Additional materials for media including cessation tips and fast facts about health improvements for a smoker's body when they quit are available at www.ashline.org

Interviews available:

Claudia Verónica Sloan – the Marketing Manager at the Arizona Department of Health Services Bureau of Tobacco Education and Prevention. At ADHS BTEP she develops multicultural strategies to reduce tobacco use and exposure to secondhand smoke among minority groups throughout the state. She is fluent in Spanish. Claudia can be reached at 602-364-0835 or by cell at 602-540-8936.

Maureen Harper - After smoking for about 30 years, Maureen, "Mo," quit with the help of her doctor, who prescribed the new Chantix pill. This is a non-nicotine therapy which was so appealing since she preferred quitting without NRT (nicotine replacement therapy) patches and gum. Mo also utilized the Arizona Smokers' Help Line and enjoyed daily supportive talks with her phone counselor. It worked! After 3 months Mo was totally smoke-free. Then, during a trip with friends she took 'just one puff' ... which turned into bumming a cigarette and then buying a pack. Although, she smokes only 6-7 cigarettes a day (much better than her previous 1 1/2 packs a day) she wants to quit completely. January 1st starts a new year and a new time for Mo to be smoke-free! She can be reached at 480-317-6061 or by cell at 602-690-9145.

Disclaimer: In the interest of full disclosure, Maureen Harper is an employee of R&R Partners which is a paid contractor of the Arizona Department of Health Services. Mo is voluntarily sharing her story and will receive no compensation for participating in interviews.